



## **RPD COMMUNITY SERVICES UNIT ART CONTEST DETAILS**

The contest is open to anyone in Rockford, Illinois. Submissions must be made by an individual. Graphic design experience or knowledge is not required to participate.

### **WHAT DO I HAVE TO DESIGN?**

Participants will design a piece of artwork/wrap design to go on a Rockford Police Department Community Services vehicle. This design should contain something about the Rockford Community and police officers.

### **WHEN IS THE DEADLINE?**

Your information and artwork must be received by **5:00 p.m. on June 24th**. Entries may be mailed or dropped off at RPD District 3, 557 S. New Towne Drive, Rockford, Illinois, 61108 to the Attn: Michelle Marcomb or to [Michelle.Marcomb@rockfordil.gov](mailto:Michelle.Marcomb@rockfordil.gov).

### **HOW WILL ALL THE ENTRIES BE JUDGED?**

A panel consisting of Rockford Police Department employees will judge entries.

### **WHEN IS THE WINNER ANNOUNCED?**

The winners will be announced by June 30<sup>th</sup>.

## **Technical requirements for producing your design**

### **FOR DESIGNS DRAWN BY HAND (PAINTINGS OR COLOR DRAWINGS)**

- Use white paper with a smooth finish. Artwork on textured paper will not reproduce accurately when the design is transferred to the wrapping material.
- If you make a drawing, use markers or color pencils.

## **PHOTOGRAPHY**

- Photographs must be in digital format.
- All digital files must be at least 10MB in JPEG or TIFF format. The photo should be taken at the highest resolution possible with a resolution of at least 300 dpi.
- Do not distort the image by applying photo filters or effects.
- Photos that contain sexually explicit, obscene, violent or other objectionable or inappropriate content, as determined by Rockford Police Department in its sole discretion, are ineligible.
- Photos that violate or infringe upon another person's rights, including but not limited to copyright, are not eligible.
- You must own the rights to, have permission, or have purchased any photos included in the design.

## **FOR DESIGNS MADE ON A COMPUTER**

Adobe Illustrator:

- Files made on either PC or MAC (IPAD) platforms are acceptable.
- Save your files to thumb drive and include the following:
  - Using Adobe Illustrator, save as an AI or EPS file.
  - ALL fonts in your design need to be converted to "outlines".
  - In Adobe Illustrator, select all your fonts by clicking on text first then, go to: Type > Create Outlines.
- Include a printed copy too.

Adobe Photoshop:

- Files made on either PC or MAC (IPAD) platforms are acceptable.
- Convert Adobe Photoshop file to Adobe Illustrator file.
- Save your files to thumb drive and include the following:
  - Using Adobe Photoshop, save file first then open Adobe Illustrator
  - Once in Illustrator click on "OPEN", on the left side of the panel menu.
  - In the pop-up menu select, "CONVERT LAYERS TO OBJECTS".
  - Press "OK"
  - ALL fonts in your design need to be converted to "outlines".
  - In Adobe Illustrator, select all your fonts by clicking on text first then, go to: Type > Create Outlines.
- Include a printed copy too.

**FILES ACCEPTED:** Any Vector file (PDF for print, EPS or AI)

## **SUGGESTIONS FOR A WINNING DESIGN**

- A design with large elements will look better than a design with a lot of small, complicated elements.
- Colors must be bright and bold to stand out on the vehicle.
- Do not use any copyrighted material (example: Mickey Mouse, Superman, etc.)
- Please submit a hard copy no matter which design you choose.
- Keep in mind that this artwork will be used for events out and about in the Community.

*PLEASE NOTE:* Entries and winners can be disqualified if they are unable to be made into the wrap that goes onto the vehicle. An alternate design may be chosen.

The winning design/graphic will be used on the vehicle and also in various other areas as needed by the Rockford Police Department. This design will become the sole property of the Rockford Police Department and cannot be used without written consent from the Media and Marketing Coordinator/Public Information Officer Michelle Marcomb or Assistant Deputy Chief Mike Dalke.

## **ENTRY INFORMATION:**

Entries may be mailed or dropped off at RPD District 3, 557 S. New Towne Drive, Rockford, Illinois, 61108 to the Attn: Michelle Marcomb or to [Michelle.Marcomb@rockfordil.gov](mailto:Michelle.Marcomb@rockfordil.gov).

Questions: Please email Michelle Marcomb at the address above or call 779-500-6858.